ABSTRACT

The purpose of this research was to test the influences of strategic marketing asset toward mutualistic relationship quality to increase outlet performance. The usage of these variables was able to solve the arising problem within Maestro Sports..

The samples of this research consisted of a seventy five outlet manager's on Maestro Sports. The analysis technique used here is multiple regression with the least square difference and hypothesis test using t-statistic to examine partial regression coefficient and f-statistic to examine the mean of mutual effect with level of significance 5%. In addition, classical assumption was also performed including normality test, multicolinearity test, and heteroscedasticity test.

The result of the analysis showed that strategic marketing asset contributes an positive influence, which is significant to mutualistic relationship quality and outlet performance. The empirical result indicated that to increase outlet performance of Maestro Sports, management need to pay attention on factors like strategic marketing asset and mutualistic relationship quality because that is the factors that effect high or low level of outlet perfomance

Key Words : Strategic marketing asset; mutualistic relationship quality and Outlet perfomance

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